

**LISTING OF CLAIMS:**

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A method for prioritizing a customer inquiry, the method comprising:
  - receiving an inquiry from a customer;
  - prompting the customer to provide an identification number;
  - retrieving, when the customer provides the identification number, customer information about the customer based on the provided identification number;
  - computing a customer prioritization score based on the retrieved customer information, wherein computing the customer prioritization score comprises determining whether the retrieved customer information includes a predetermined amount of customer information; and
  - prioritizing the customer inquiry based on the computed customer prioritization score and the determination of whether the retrieved customer information includes the predetermined amount of customer information, such that higher prioritized customer inquiries are responded to sooner than lower prioritized customer inquiries.
2. (Original) The method of claim 1, wherein receiving the customer inquiry, further includes attaching to the inquiry a timestamp identifying the time the inquiry was received.

3. (Original) The method of claim 1, wherein the customer information comprises financial information describing the customer's likelihood to purchase an offered product.
4. (Withdrawn) The method of claim 1, wherein the customer information includes a pre-determined customer prioritization score associated with likelihood that the customer may purchase an offered product.
5. (Original) The method of claim 1, wherein the customer inquiry with the highest score is responded to first.
6. (Original) The method of claim 1, wherein prioritizing the customer inquiry further includes assigning the customer inquiry to a particular queue based on the computed prioritization score.
7. (Original) The method of claim 2, wherein customer inquiries having the same prioritization score are responded to in the order they were received according to the time stamp.
8. (Currently Amended) The method of claim 1, ~~wherein if additional customer information is needed, then the customer is prompted to respond to predefined prioritization queries created to determine the customer's likelihood to purchase an offered product~~ wherein determining whether the retrieved customer information includes a predetermined amount of customer information comprises:

matching the retrieved customer information to criteria measuring a likelihood to purchase a product to determine if the retrieved customer information includes a predetermined amount of customer information; and  
if the retrieved customer information does not include a predetermined amount of customer information, prompting the customer for additional customer information by providing predefined prioritization queries created to determine the customer's likelihood to purchase an offered product.

9. (Original) The method of claim 8, wherein the customer prioritization score is re-computed based on the customer's responses to the predefined prioritization queries.

10. (Original) The method of claim 1, wherein prioritizing the customer inquiry further includes assigning the customer inquiry to at least one of a high-level queue, a mid-level queue, or a low-level queue, based on the computer prioritization score.

11. (Original) The method of claim 1, wherein each customer inquiry may be assigned to any one of a multiple queues, wherein each queue is associated with a range of predetermined scores, wherein the customer inquiries are assigned to one of the multiple queues based on the computed prioritization score and the associated ranges of the multiple queues, and wherein the customer inquiries assigned to queues with a higher range of predetermined scores are responded to sooner than customer inquiries assigned to queues with a lower range of predetermined scores.

12. (Withdrawn) A method for prioritizing a customer inquiry, the method comprising:

receiving an inquiry from a customer;

prompting the customer to provide customer information in response to a predetermined set of prioritization queries created to determine the customer's likelihood to purchase an offered product.;

when the customer provides customer information in response to the predetermined set of queries, computing a customer prioritization score based on the customer responses; and

prioritizing the customer inquiry based on the computed customer prioritization score, such that higher prioritized customer inquiries are responded to sooner than lower prioritized customer inquiries.

13. (Withdrawn) The method of claim 12, wherein each prioritization query is created to obtain a response providing information concerning a customer's likelihood to purchase an offered product or service.

14. (Withdrawn) The method of claim 12, wherein receiving the customer inquiry, further includes attaching to the inquiry a timestamp identifying the time the inquiry was received.

15. (Withdrawn) The method of claim 12, wherein each possible response to one of the predetermined prioritization queries is associated with a predetermined score.

16. (Withdrawn) The method of claim 12, wherein the customer information comprises information concerning whether the customer has financial means for purchasing an offered product.

17. (Withdrawn) The method of claim 12, wherein the customer information comprises information concerning whether the customer desires to purchase an offered product.

18. (Withdrawn) The method of claim 12, wherein the customer information comprises whether the customer has a credit card.

19. (Withdrawn) The method of claim 12, wherein the customer information comprises whether the customer has a checking account.

20. (Withdrawn) The method of claim 12, wherein prioritizing the customer inquiry further includes assigning the customer inquiry to at least one of a high-level queue, a mid-level queue, or a low-level queue, based on the computer prioritization score.

21. (Withdrawn) The method of claim 12, wherein each customer inquiry may be assigned to any one of a multiple queues, wherein each queue is associated with a range of predetermined scores, wherein the customer inquiries are assigned to one of the multiple queues based on the computed prioritization score and the associated ranges of the multiple queues, and wherein the customer inquiries assigned to queues with a higher range of predetermined scores are responded to sooner than customer inquiries assigned to queues with a lower range of predetermined scores.

22. (Currently Amended) A system for prioritizing a customer inquiry, the system comprising:

- means for receiving an inquiry from a customer;
- means for prompting the customer to provide an identification number;
- means for retrieving, when the customer provides the identification number, customer information about the customer based on the provided identification number;
- means for computing a customer prioritization score based on the retrieved customer information, wherein the means for computing the customer prioritization score comprises means for determining whether the retrieved customer information includes a predetermined amount of customer information; and
- means for prioritizing the customer inquiry based on the computed customer prioritization score and the determination of whether the retrieved customer information includes the predetermined amount of customer information, such that higher prioritized customer inquiries are responded to sooner than lower prioritized customer inquiries.

23. (Original) The system of claim 22, wherein means for receiving the customer inquiry, further includes means for attaching to the inquiry a timestamp identifying the time the inquiry was received.

24. (Original) The system of claim 22, wherein the customer information comprises financial information describing the customer's likelihood to purchase an offered product.

25. (Withdrawn) The system of claim 22, wherein the customer information includes a pre-determined customer prioritization score associated with likelihood that the customer may purchase an offered product.

26. (Original) The system of claim 22, wherein the customer inquiry with the highest score is responded to first.

27. (Original) The system of claim 22, wherein means for prioritizing the customer inquiry further includes means for assigning the customer inquiry to a particular queue based on the computed prioritization score.

28. (Original) The system of claim 23, wherein customer inquiries having the same prioritization score are responded to in the order they were received according to the time stamp.

29. (Currently Amended) The system of claim 22, ~~wherein if additional customer information is needed, then the customer is prompted to respond to predefined prioritization queries created to determine the customer's likelihood to purchase an offered product~~ wherein the means for determining whether the retrieved customer information includes a predetermined amount of customer information comprises:

means for matching the retrieved customer information to criteria measuring a likelihood to purchase a product to determine if the retrieved customer information includes a predetermined amount of customer information; and

if the retrieved customer information does not include a predetermined amount of customer information, means for prompting the customer for additional customer

information by providing predefined prioritization queries created to determine the customer's likelihood to purchase an offered product.

30. (Original) The system of claim 29, wherein the customer prioritization score is re-computed based on the customer's responses to the predefined prioritization queries.

31. (Original) The system of claim 22, wherein means for prioritizing the customer inquiry further includes means for assigning the customer inquiry to at least one of a high-level queue, a mid-level queue, or a low-level queue, based on the computer prioritization score.

32. (Original) The system of claim 22, wherein each customer inquiry may be assigned to any one of a multiple queues, wherein each queue is associated with a range of predetermined scores, wherein the customer inquiries are assigned to one of the multiple queues based on the computed prioritization score and the associated ranges of the multiple queues, and wherein the customer inquiries assigned to queues with a higher range of predetermined scores are responded to sooner than customer inquiries assigned to queues with a lower range of predetermined scores.

33. (Withdrawn) A system for prioritizing a customer inquiry, the system comprising:

means for receiving an inquiry from a customer;

means for prompting the customer to provide customer information in response to a predetermined set of prioritization queries created to determine the customer's likelihood to purchase an offered product;



when the customer provides customer information in response to the predetermined set of queries, means for computing a customer prioritization score based on the customer responses; and

means for prioritizing the customer inquiry based on the computed customer prioritization score, such that higher prioritized customer inquiries are responded to sooner than lower prioritized customer inquiries.

34. (Withdrawn) The system of claim 33, wherein each prioritization query is created to obtain a response providing information concerning a customer's likelihood to purchase an offered product or service.

35. (Withdrawn) The system of claim 33, wherein means for receiving the customer inquiry, further includes means for attaching to the inquiry a timestamp identifying the time the inquiry was received.

36. (Withdrawn) The system of claim 33, wherein each possible response to one of the predetermined prioritization queries is associated with a predetermined score.

37. (Withdrawn) The system of claim 33, wherein the customer information comprises information concerning whether the customer has financial means for purchasing an offered product.

38. (Withdrawn) The system of claim 33, wherein the customer information comprises information concerning whether the customer desires to purchase an offered product.

39. (Withdrawn) The system of claim 33, wherein the customer information comprises whether the customer has a credit card.

40. (Withdrawn) The system of claim 33, wherein the customer information comprises whether the customer has a checking account.

41. (Withdrawn) The system of claim 33, wherein means for prioritizing the customer inquiry further includes means for assigning the customer inquiry to at least one of a high-level queue, a mid-level queue, or a low-level queue, based on the computer prioritization score.

42. (Withdrawn) The system of claim 33, wherein each customer inquiry may be assigned to any one of a multiple queues, wherein each queue is associated with a range of predetermined scores, wherein the customer inquiries are assigned to one of the multiple queues based on the computed prioritization score and the associated ranges of the multiple queues, and wherein the customer inquiries assigned to queues with a higher range of predetermined scores are responded to sooner than customer inquiries assigned to queues with a lower range of predetermined scores.

43. (Withdrawn) A method for prioritizing a customer inquiry, the method comprising:

receiving an inquiry from a customer;

retrieving customer information based on an identification code associated with the customer;

computing a customer prioritization score based on the retrieved customer information; and

prioritizing the customer inquiry based on the computed customer prioritization score, such that higher prioritized customer inquiries are responded to sooner than lower prioritized customer inquiries.

44. (Withdrawn) The method of claim 43, wherein receiving the customer inquiry, further includes attaching to the inquiry a timestamp identifying the time the inquiry was received.

45. (Withdrawn) The method of claim 43, wherein the customer information comprises financial information describing the customer's likelihood to purchase an offered product.

46. (Withdrawn) The method of claim 43, wherein the customer information includes a pre-determined customer prioritization score associated with likelihood that the customer may purchase an offered product.

47. (Withdrawn) The method of claim 43, wherein the customer inquiry with the highest score is responded to first.

48. (Withdrawn) The method of claim 43, wherein prioritizing the customer inquiry further includes assigning the customer inquiry to a particular queue based on the computed prioritization score.

49. (Withdrawn) The method of claim 44, wherein customer inquiries having the same prioritization score are responded to in the order they were received according to the time stamp.

50. (Withdrawn) The method of claim 43, wherein if additional customer information is needed, then the customer is prompted to respond to predefined prioritization queries created to determine the customer's likelihood to purchase an offered product.

51. (Withdrawn) The method of claim 50, wherein the customer prioritization score is re-computed based on the customer's responses to the predefined prioritization queries.

52. (Withdrawn) The method of claim 43, wherein prioritizing the customer inquiry further includes assigning the customer inquiry to at least one of a high-level queue, a mid-level queue, or a low-level queue, based on the computer prioritization score.

53. (Withdrawn) The method of claim 43, wherein each customer inquiry may be assigned to any one of a multiple queues, wherein each queue is associated with a range of predetermined scores, wherein the customer inquiries are assigned to one of the multiple queues based on the computed prioritization score and the associated ranges of the multiple queues, and wherein the customer inquiries assigned to queues with a higher range of predetermined scores are responded to sooner than customer inquiries assigned to queues with a lower range of predetermined scores.

54. (Withdrawn) The method of claim 43, wherein retrieving customer information based on the identification code associated with the customer further comprises determining a caller ID associated with the customer.

55. (Withdrawn) The method of claim 43, wherein the identification code may be selected from among at least one of a numeric code, an alphanumeric code, a computer code, and a combination thereof.

56. (New) The method of claim 1, wherein computing the prioritization score comprises:

calculating a net present value for the inquiry.

57. (New) The method of claim 56, wherein calculating the net present value comprises:

calculating the net present value based on the customer's likelihood to purchase a product and an expected value of a purchase.

58. (New) The system of claim 22, further comprising:

means for calculating a net present value for the inquiry.

59. (New) The system of claim 58, wherein the means for calculating the net present value comprises:

means for calculating the net present value based on the customer's likelihood to purchase a product and an expected value of a purchase.